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Federal Agencies

July 31, 2006

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Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Art Unit 3624

Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Application No. 10/609,331; Filed: June 26, 2003
For: **Method And System For Facilitating Consumer Purchases**
Inventors: Deaton *et al.*
Our Ref: 2222.219000V

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Information Disclosure Statement;
2. A listing of the cited documents on PTO/SB/08A (13 pages);
3. A listing of the cited documents on PTO/SB/08B (11 pages);
4. Copies of the cited documents (FP1 - FP22 and NPL1 - NPL8); and
5. One (1) return postcard.

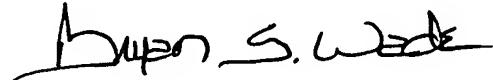
It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Commissioner for Patents
July 31, 2006
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Bryan S. Wade
Attorney for Applicants
Registration No. 58,228

MVM/BSW:mn
Enclosures

562576_I.DOC



THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Deaton *et al.*

Appl. No.: 10/609,331

Filed: June 26, 2003

For: **Method And System For
Facilitating Consumer Purchases**

Confirmation No.: 7922

Art Unit: 3624

Examiner: Millin, Vincent A.

Atty. Docket: 2222.219000V

Information Disclosure Statement

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Listed on accompanying IDS Forms are documents that may be considered material to the examination of this application, in compliance with the duty of disclosure requirements of 37 C.F.R. §§ 1.56, 1.97 and 1.98.

Where the publication date of a listed document does not provide a month of publication, the year of publication of the listed document is sufficiently earlier than the effective U.S. filing date and any foreign priority date so that the month of publication is not in issue. Applicants have listed publication dates on the attached IDS Forms based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This statement should not be construed as a representation that a search has been made, or that information more material to the examination of the present patent application does not exist. The Examiner is specifically requested not to rely solely on the material submitted herewith.

Applicants have checked the appropriate boxes below.

- 1. Statement under 37 C.F.R. 1.704(d). Each item of information contained in this Information Disclosure Statement was first cited in a communication from a foreign patent office in a counterpart application and this communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of this information disclosure statement.
- 2. Filing under 37 C.F.R. § 1.97(b). This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits. No statement or fee is required.
- 3. Filing under 37 C.F.R. § 1.97(c). This Information Disclosure Statement is being filed more than three months after the U.S. filing date AND after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection, or Notice of Allowance, or an action that otherwise closes prosecution in the application.
 - a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than

three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to my knowledge after making reasonable inquiry, was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

c. Attached is our PTO-2038 Credit Card Payment Form in the amount of \$_____ in payment of the fee under 37 C.F.R. § 1.17(p).

4. Filing under 37 C.F.R. § 1.97(d) This Information Disclosure Statement is being filed more than three months after the U.S. filing date and after the mailing date of a Final Rejection or Notice of Allowance, but before payment of the Issue Fee. Enclosed find our PTO-2038 Credit Card Payment Form in the amount of \$_____ in payment of the fee under 37 C.F.R. § 1.17(p); in addition:

a. Statement under 37 C.F.R. § 1.97(e)(1). I hereby state that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).

b. Statement under 37 C.F.R. § 1.97(e)(2). I hereby state that no item of information in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application and, to my knowledge after making reasonable inquiry, was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(2).

5. The document(s) was/were cited in a search report by a foreign patent office in a counterpart foreign application. Submission of an English language version of the search report that indicates the degree of relevance found by the foreign office is provided in satisfaction of the requirement for a concise explanation of relevance. 1138 OG 37, 38.

6. A concise explanation of the relevance of the non-English language documents appears below in accordance with 37 C.F.R. § 1.98(a)(3):

Document FP8 (JP 52-16941) appears to describe a card settlement method. An English abstract is enclosed as document NPL1.

Document FP9 (JP 55-47560) appears to describe an electronic type cash register. An English abstract is enclosed as document NPL2.

Document FP10 (JP 56-27468) appears to describe a POS terminal. An English abstract is enclosed as document NPL3.

Document FP11 (JP 58-155475) appears to describe an electronic cash register. An English abstract is enclosed as document NPL4

Document FP12 (JP 58-178475) appears to describe an electronic cash register.

An English abstract is enclosed as document NPL5.

Document FP13 (JP 59-94166) appears to describe a registering system of an electronic register. An English abstract is enclosed as document NPL6.

Document FP14 (JP 59-184965) appears to describe an electronic cash register.

An English abstract is enclosed as document NPL7.

Document FP15 (JP 9-101988) appears to describe a point card system. An English abstract is enclosed as document NPL8.

- 7. Copies of documents FP1-FP22 and NPL1-NPL8 are submitted. However, in accordance with 37 C.F.R. § 1.98(a)(2), no copies of U.S. patents and patent application publications cited on the attached IDS Forms are submitted. Also, in accordance with 1287 OG 162, no copies of pending U.S. patent applications cited on the attached IDS Forms are submitted.
- 8. Copies of documents NPL10-NPL110 were cited by or submitted to the Office in an IDS that complies with 37 C.F.R. § 1.98(a)-(c) in Application No. 09/372,412, filed August 11, 1999 (now abandoned), or Application No. 09/354,263, filed July 15, 1999 (now abandoned), which are relied upon for an earlier filing date under 35 U.S.C. § 120. Thus, copies of these documents are not attached. 37 C.F.R. § 1.98(d).
- 9. It is expected that the examiner will review the prosecution and cited art in the parent application nos. 09/372,412, filed August 11, 1999 (now abandoned), and 09/354,263, filed July 15, 1999 (now abandoned) in accordance with MPEP 2001.06(b), and indicate in the next communication from the office that the art

cited in the earlier prosecution history has been reviewed in connection with the present application.

It is respectfully requested that the Examiner initial and return a copy of the enclosed IDS Forms, and indicate in the official file wrapper of this patent application that the documents have been considered.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Bryan S. Wade
Attorney for Applicants
Registration No. 58,228

Date: July 31, 2006

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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Equivalent of Form PTO/SB/08A (07-05)

Approved for use through 07/31/2006.

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for Form 14-04-04

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Use as many sheets as necessary)

Sheet

1 of 13

Complete if Known

Application Number	10/609,331
Filing Date	June 26, 2003
First Named Inventor	David W. Deaton
Art Unit	3624
Examiner Name	Millin, Vincent A.

Attorney Docket Number 2222.219000V

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (If Known)			
US1	RE30,579	04/1981	Goldman <i>et al.</i>		
US2	RE30,580	04/1981	Goldman <i>et al.</i>		
US3	RE30,821	12/1981	Goldman		
US4	RE34,915	04/1995	Nichtberger <i>et al.</i>		
US5	2,995,727	08/1961	Quade		
US6	3,316,536	04/1967	Andrews <i>et al.</i>		
US7	3,465,289	09/1969	Klein		
US8	3,528,058	09/1970	Bond		
US9	3,535,682	10/1970	Dykaar <i>et al.</i>		
US10	3,576,539	04/1971	Huber		
US11	3,605,092	09/1971	Richard		
US12	3,629,829	12/1971	Ordower		
US13	3,657,702	04/1972	Stephenson, Jr.		
US14	3,697,693	10/1972	Deschenes <i>et al.</i>		
US15	3,719,927	03/1973	Michels <i>et al.</i>		
US16	3,786,421	01/1974	Wostl <i>et al.</i>		
US17	3,792,437	02/1974	Blumenthal <i>et al.</i>		
US18	3,833,885	09/1974	Gentile <i>et al.</i>		
US19	3,876,981	04/1975	Welch		
US20	3,914,789	10/1975	Coker, Jr. <i>et al.</i>		

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
FP1	EP 0 511 463 A2		11/1992	Greer <i>et al.</i>		
FP2	EP 0 512 509 A2		11/1992	O'Brien <i>et al.</i>		
FP3	EP 0 708 409 A2		04/1996	Goodwin III		
FP4	EP 0 749 091 A2		12/1996	Goodwin III		
FP5	EP 0 837 438 A2		04/1998	Goodwin III		
FP6	GB 1 525 928		09/1978	Rudd		
FP7	GB 2 094 532 A		09/1982	Elinder		
FP8	JP 52-16941		02/1977	Takagi		
FP9	JP 55-47560		04/1980	Suzuki		

Examiner Signature	Date Considered
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	10/609,331
				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	2	of	13	Attorney Docket Number	2222.219000V

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	US21	3,941,977	03/1976	Voss <i>et al.</i>	
	US22	3,949,363	04/1976	Holm	
	US23	3,959,624	05/1976	Kaslow	
	US24	3,987,411	10/1976	Krukllitis <i>et al.</i>	
	US25	4,002,886	01/1977	Sundelin	
	US26	4,015,701	04/1977	Templeton	
	US27	4,017,835	04/1977	Randolph	
	US28	4,027,142	05/1977	Paup <i>et al.</i>	
	US29	4,053,735	10/1977	Foudos	
	US30	4,053,737	10/1977	Lafevers <i>et al.</i>	
	US31	4,063,070	12/1977	Delarue <i>et al.</i>	
	US32	4,087,789	05/1978	Beery	
	US33	4,088,879	05/1978	Banka <i>et al.</i>	
	US34	4,091,448	05/1978	Clausing	
	US35	4,107,653	08/1978	Krukllitis	
	US36	4,109,238	08/1978	Creekmore	
	US37	4,114,027	09/1978	Slater <i>et al.</i>	
	US38	4,124,109	11/1978	Bissell <i>et al.</i>	
	US39	4,127,770	11/1978	Baader	
	US40	4,142,235	02/1979	Tadakuma <i>et al.</i>	

FOREIGN PATENT DOCUMENTS					
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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)			
	FP10	JP 56-27468	03/1981	Takano	
	FP11	JP 58-155475	09/1983	Shiono	
	FP12	JP 58-178475	10/1983	Sakamoto	
	FP13	JP 59-94166	05/1984	Takahashi	
	FP14	JP 59-184965	10/1984	Shiyudou	
	FP15	JP 9-101988	04/1997	Ishigami	
	FP16	WO 86/03310 A1	06/1986	McGlynn <i>et al.</i>	
	FP17	WO 91/03789 A1	03/1991	Irion <i>et al.</i>	
	FP18	WO 95/03570 A2	02/1995	Deaton <i>et al.</i>	

Examiner Signature	Date Considered
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		Number-Kind Code ² (If Known)			
	US41	4,143,355	03/1979	MacIntyre	
	US42	4,143,356	03/1979	Nally	
	US43	4,148,010	04/1979	Shiau	
	US44	4,176,783	12/1979	Eppich	
	US45	4,201,978	05/1980	Nally	
	US46	4,208,575	06/1980	Haltof	
	US47	4,245,211	01/1981	Kao	
	US48	4,260,880	04/1981	Thomas	
	US49	4,277,689	07/1981	Thomas <i>et al.</i>	
	US50	4,325,117	04/1982	Parmet <i>et al.</i>	
	US51	4,332,325	06/1982	Manizza	
	US52	4,356,472	10/1982	Hau-Chun Ku <i>et al.</i>	
	US53	4,380,734	04/1983	Allerton	
	US54	4,381,494	04/1983	Wisner	
	US55	4,396,902	08/1983	Warthan <i>et al.</i>	
	US56	4,399,553	08/1983	Toyama	
	US57	4,404,649	09/1983	Nunley <i>et al.</i>	
	US58	4,425,626	01/1984	Parmet <i>et al.</i>	
	US59	4,439,670	03/1984	Basset <i>et al.</i>	
	US60	4,441,204	04/1984	Hanna	

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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)			
	FP19	WO 96/41289 A2	12/1996	Jones	
	FP20	WO 97/08638 A1	03/1997	Fraser	
	FP21	WO 97/23838 A1	07/1997	Scroggie <i>et al.</i>	
	FP22	WO 98/14921 A1	04/1998	Kravitz	
	FP				

Examiner Signature	Date Considered
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Sheet	4	of	13	Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
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		Number-Kind Code ² (If Known)			
	US61	4,453,074	06/1984	Weinstein	
	US62	4,485,300	11/1984	Peirce	
	US63	4,510,615	04/1985	Rohrer	
	US64	4,523,330	06/1985	Cain	
	US65	4,547,780	10/1985	Cummins	
	US66	4,547,899	10/1985	Nally <i>et al.</i>	
	US67	4,554,446	11/1985	Murphy <i>et al.</i>	
	US68	4,595,997	06/1986	Parmet <i>et al.</i>	
	US69	4,617,457	10/1986	Granzow <i>et al.</i>	
	US70	4,628,194	12/1986	White	
	US71	4,630,201	12/1986	White	
	US72	4,670,853	06/1987	Stepien	
	US73	4,672,377	06/1987	Murphy <i>et al.</i>	
	US74	4,672,572	06/1987	Alsb erg	
	US75	4,673,802	06/1987	Ohmae <i>et al.</i>	
	US76	4,674,041	06/1987	Lemon <i>et al.</i>	
	US77	4,676,343	06/1987	Humble <i>et al.</i>	
	US78	4,678,895	07/1987	Tateisi <i>et al.</i>	
	US79	4,703,423	10/1987	Bado <i>et al.</i>	
	US80	4,722,054	01/1988	Yorozu <i>et al.</i>	

FOREIGN PATENT DOCUMENTS					
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Substitute for form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Application Number	10/609,331
Sheet	5	of	13	Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
				Attorney Docket Number	2222.219000V

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US95	4,821,186		04/1989	Munakata <i>et al.</i>	
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US97	4,833,308		05/1989	Humble	
US98	4,872,113		10/1989	Dinerstein	
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	US193	5,793,972	08/1998	Shane	
	US194	5,797,132	08/1998	Altwasser	
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	US196	5,819,954	10/1998	Laciola	
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Sheet	11	of	13	Attorney Docket Number	2222.219000V

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
US201		5,845,259	12/1998	West <i>et al.</i>	
US202		5,845,529	12/1998	Moshe <i>et al.</i>	
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US216		5,918,212	06/1999	Goodwin, III	
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<p>Substitute for form 1449/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)</p>				Complete if Known	
				Application Number	10/609,331
				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
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	US221	6,009,407	12/1999	Garg	
	US222	6,009,411	12/1999	Kepecs	
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	US224	6,014,634	01/2000	Scroogie <i>et al.</i>	
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	US				
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				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	1	of	11	Attorney Docket Number	2222.219000V

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume issue number(s), publisher, city and/or country where published		T ²
	NPL1	English Abstract for Japanese Patent Publication No. JP52016941, 1 page.		
	NPL2	English Abstract for Japanese Patent Publication No. JP55047560, 1 page.		
	NPL3	English Abstract for Japanese Patent Publication No. JP56027468, 1 page.		
	NPL4	English Abstract for Japanese Patent Publication No. JP58155475, 1 page.		
	NPL5	English Abstract for Japanese Patent Publication No. JP58178475, 1 page.		
	NPL6	English Abstract for Japanese Patent Publication No. JP59094166, 1 page.		
	NPL7	English Abstract for Japanese Patent Publication No. JP59184965, 1 page.		
	NPL8	English Abstract for Japanese Patent Publication No. JP9101988, 1 page.		
	NPL9	Deaton <i>et al.</i> , U.S. Patent Appl. No. 11/212,140, filed August 26, 2005, entitled "Method and System for Accumulating Marginal Discounts and Applying an Associated Incentive Upon Achieving Threshold".		
	NPL10	Alba Joseph <i>et al.</i> ; "Interactive Home Shopping"; Journal of Marketing, vol. 61, Jul. 1997, pp. 38-53.		

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	NPL11	American National Standard Specifications for Placement and Location of MICR Printing--X9.13 American Bankers Association, May 4, 1990 (22 sheets).	
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	NPL20	Carole Sugarman, "In-Store Computer Terminals, A Super Marketing Device," The Washington Post, May 28, 1986 (printout of online verison, 4 sheets).	

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				Art Unit	3624
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	NPL21	Catalina Marketing Corp. Outmaneuvers Citicorp POS, Industry Leader Launches Frequent Shopper Program in Electronic Network of 2,500 Stores, News Release, PR Newswire, Jun. 16, 1989 (printout of online version, 2 sheets).		
	NPL22	Catalina Marketing Corporation, "Frequency Programs: Cashing in on Promotions," presented at The Marketing Institute, Sep. 11, 1990, pp. 1-38.		
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	NPL24	Catalina Readies Test, Advertising Age, pp. 1 and 40, Dec. 3, 1990; and printout of online version (1 sheet).		
	NPL25	Cathy Cebulski, "P&G, Central Trust Develop Electronic Marketing System," The Greater Cincinnati Business Record, p. 4, Mar. 26-Apr. 1, 1990.		
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	NPL29	Checking Checks, Miami Herald, Jun. 15, 1987, p. s-17 (printout of online version, 1 sheet).		
	NPL30	Cleveland Shoppers Save Money With New Electronic Checkout System, PR Newswire, p. 1, Nov. 17, 1988 (printout on online version, 1 sheet).		

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	NPL31	Co-op Links Scanning With Promotions, Retail Automation, Nov./Dec., 1988, pp. 21-22.		
	NPL32	David Goldsmith, "Electronic Coupons," Target Marketing, North American Publishing Co., Jul. 1987, (1 sheet).		
	NPL33	Death of Frequent Shopper Programs? Food and Beverage Marketing, vol. 9, No. 12, cover page and pp. 5 and 10-11, Dec. 1990; and printout of online version (2 sheets).		
	NPL34	DIY Promos Via Video POS, Chain Store Age Executive, vol. 64, No. 4, cover page and pp. 76, 78, Apr., 1988; and printout of online version (3 sheets).		
	NPL35	Egon Schmidt, "Der Glaserne Verbraucher", Elektronik, vol. 40, No. 23, Nov. 12, 1991, pp. 42-45; with English translation, pp. 1-13.		
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	NPL41	Gerald Abowitz, "Electronic MICR Printing and Check Processing," Interquest, May, 1994, 2 cover pages and pp. vii-viii and 23-36.		
	NPL42	Getting Personal, Retail Week, Jun. 1, 1990 (1 sheet).		
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	NPL45	GTE Joins Proctor & Gamble and Others in New Technology Partnership, PR Newswire, vol. 0, No. 0, p. 1, Jun. 26, 1990 (printout of online abstract, 1 sheet).		
	NPL46	Hall Daniel; "Electronic Tags Aglow in 2 Units," Supermarket News, vol. 37, No. 49, Dec. 7, 1997, p. 43(1).		
	NPL47	Hitting the Target, Retail Automation, Nov./Dec., 1990, pp. 12-13.		
	NPL48	Holly Klokis, "UKROP's Test Data Base Marketing Program--Electronic Couponing Tracks Buying Behavior of Valued Customers," Chain Store Age Executive, Sep. 1987 (3 sheets).		
	NPL49	Instant Coupons on Video Screens Set for Test Run at Finast Checkouts, Plain Dealer, Cleveland, Ohio, Nov. 18, 1988, p. B15 (printout of online version, 1 sheet).		
	NPL50	Interactive POS Video Yields Instant Results, Chain Store Age Executive, Sep. 1988, cover sheet and pp. 52-53 and 55.		

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<p>Substitute for form 1449/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)</p>				Complete if Known	
				Application Number	10/609,331
				Filing Date	June 26, 2003
				First Named Inventor	David W. Deaton
				Art Unit	3624
				Examiner Name	Millin, Vincent A.
Sheet	6	of	11	Attorney Docket Number	2222.219000V

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume number, publisher, city and/or country where published	T ²
	NPL51	Jeffrey Kutler, "Chase Forms Alliance with Terminal Vendor," The American Banker, May 18, 1988 (printout of online version, 2 sheets).	
	NPL52	Jerrold Ballinger, "Coupon System Might 'Replace Mail,'" DM News, p.1, Nov. 12, 1990 (printout of online version, 2 sheets).	
	NPL53	Laurie Petersen, "Catalina Launches Two New Coupon Programs," Adweek, Nov. 12, 1990 (printout of online version, 1 sheet).	
	NPL54	Lena H. Sun, "Checking Out The Customer," The Washington Post, Jul. 9, 1989 (5 sheets).	
	NPL55	Linda P. Campbell, "Looking for Ways to Protect Privacy--Caller ID Brings Calls for Safeguards," Chicago Tribune, Sec. C, p. 21 (printout of online version, 4 sheets).	
	NPL56	Lorrie Grant, "Let Your Fingers Do Shopping . . . In Store," USA Today, Jul. 28, 1999, p. 3B (1 sheet); and printout of online version (3 sheets).	
	NPL57	Lynette D. Hazelton, "What's New in Supermarket Promotion--Tracking Shoppers with Personal Bar Codes", New York Times, Jun. 18, 1989 (1 sheet).	
	NPL58	Lynn Coleman, "Smart Card, Coupon Eater Targeted to Grocery Retailers", Marketing News, American Marketing Association, Jun. 6, 1988, vol. 22, No. 12 (2 sheets).	
	NPL59	Martha Groves, "Frequent-Shopper Plans are Wooing Customers," Los Angeles Times, pp. 1 and 36-37, Oct. 1, 1989 (4 sheets).	
	NPL60	Michael Freitag, "In This Computer Age, Who Needs Coupons?" New York Times, Jun. 15, 1989 (1 sheet).	

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	NPL61	Michael Gates, "Database Marketing--The Unfulfilled Promise," Incentive, Sep. 1989 (5 sheets).	
	NPL62	MICR 101, Xerox Internet Site, 1998 (excerpts, 20 sheets).	
	NPL63	Mindy Fetterman, "Capturing Customers in a Cool Economy," USA Today, p. 8B, Nov. 19, 1990 (printout of online version, 1 sheet).	
	NPL64	Mollie Neal, "Quaker's Direct Hit," Direct Marketing, vol. 53, No. 9, p. 52, Jan. 1991 (printout of online version, 5 sheets).	
	NPL65	Murray Raphel, "Take a Card . . . Any Card Please!", Direct Marketing, pp. 63-68, Feb. 1990.	
	NPL66	Nancy Zeldis, "Targeted Coupons Hit Non-Users," Advertising Age, p. S-26, Apr. 27, 1987 (3 sheets).	
	NPL67	Pioneer offers special finance options for 1999; New programs designed to aid crop producers following challenging year, PR Newswire:Oct. 30, 1998.	
	NPL68	PurPura, "Ralphs will test Secure Couponing on Internet," Supermarket News, v47, n34, p17+, August 1997.	
	NPL69	Raphel, "Take a card . . . any card please" Direct Marketing, Feb. 1990, pp. 63-68.	
	NPL70	Rob Jackson, "Package Goods' New Target: Database Marketing," DM News, Dec. 10, 1990 (printout of online version, 6 sheets).	

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	NPL71	Robert C. Blattberg, "Assessing and Capturing the Soft Benefits of Scanning," a study conducted for the Coca-Cola Retailing Research Council, May, 1988, 3 cover pages and pp. i-iii and 1-43.		
	NPL72	Ronald Tanner, "A New Dimension in Marketing," Progressive Grocer, vol. 66, No. 5, May 1987, cover page and pp. 133-134, 136.		
	NPL73	Russ Stanton, "Notebook" The Orange County Register, Nov. 8, 1990 (printout of online version, 1 sheet).		
	NPL74	Rylla R. Goldberg, "MICR Handbook", Health Printers Inc., and Goldberg Publications, 1985, 5 cover pages and pp. 1, 3, 5 and 7-65.		
	NPL75	S&H, Saffer Reward Frequent Shoppers, Advertising Age, Mar. 16, 1987, p. 22 (printout of online version, 1 sheet).		
	NPL76	Samuel Berke, "An Analysis of Various Check Verification Services," The Credit World, vol. 65, No. 1, Oct. 1976, pp. 20-21; with printout of online abstract (1 sheet).		
	NPL77	Scanning A New Horizon Food & Beverage Marketing, Aug. 1989, cover page, index page, and pp. 32-33 (7 sheets).		
	NPL78	Schedule of Presentation at May 1991 Food Marketing Institute Chicago Conference, and transcript of presentation by Robert J. Mannarino, 4 cover pages and pp. 1-14.		
	NPL79	Sidney Feltenstein, et al., "Does Couponing Make Good Business Sense?," Restaurant Business Magazine, vol. 90, No. 2, p. 152, Jan. 20, 1991 (printout of online version, 2 sheets).		
	NPL80	SSDS Inc., and Inter-Act Systems implement new "clipless" coupon program in major grocery stores in the Northeast. Business Wire, p. 9041023, September 4, 1996.		

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	NPL81	Stop Bad Check Losses--Without Lifting the Phone, Drug Topics, Sep. 15, 1986, p. 42 (printout of online version, 1 sheet).	
	NPL82	Stuart Elliot, "A Last Hurdle for Shoppers: The Checkout-Counter Pitch," New York Times, late ed., Jan. 11, 1993, Sec. D., front page and p. 7 (4 sheets); and printout of online version (2 sheets).	
	NPL83	Supermarket Trims Bad Check Losses Via On-Line Authorization, The Data Communications User, Jul. 1975, pp. 41-42.	
	NPL84	Susan Bass and Jerrold Ballinger, "Early Use of Supermarket Scanners Bring DM and Sales Promotion Closer: Professors," DM News, p. 30, Mar. 1, 1989 (printout of online version, 4 sheets).	
	NPL85	Susan Zimmerman, "Holiday Expands Electronic Couponing", Supermarket News, vol. 38, No. 33, Aug. 14, 1988 (2 sheets).	
	NPL86	Tina Cassidy, "Confusion Reigns Over Checking and Credit Card Law," Boston Business Journal, pp. 1, 19, Apr. 6, 1992 (3 sheets).	
	NPL87	Trying to Get Smart, Retail Automation, May/Jun., 1989, pp. 9-10.	
	NPL88	U.S. patent application, Ser. No. 09/320,114, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al., May 26, 1999.	
	NPL89	U.S. patent application, Ser. No. 09/354,263, entitled "Point-of-Sale Server and Method," inventor(s) Deaton et al., Jul. 15, 1999.	
	NPL90	U.S. patent application, Ser. No. 09/372,356, entitled "Method and System for Coupon Redemption Verification and Crediting," inventor(s) Deaton et al., Aug. 11, 1999.	

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	NPL91	U.S. patent application, Ser. No. 09/372,376, entitled "Method and System for Responding to Market Conditions," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL92	U.S. patent application, Ser. No. 09/372,412, entitled "Method and System for Facilitating Consumer Purchases," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL93	U.S. patent application, Ser. No. 09/372,446, entitled "Method and System for Price Reduction Reconciliation," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL94	U.S. patent application, Ser. No. 09/372,451, entitled "Method and System for Compiling a Plurality of Incentives Directed to a Common Recipient," inventor(s) Deaton et al., Aug. 11, 1999.		
	NPL95	U.S. patent application, Ser. No. 09/372,452, entitled "Method and Apparatus for Filtering Point-of-Sale Information," inventor(s) Deaton, et al., Aug. 11, 1999.		
	NPL96	U.S. patent application, Ser. No. 09/375,603, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications, and Differentiated Incentives," inventor(s) Deaton et al., Aug. 17, 1999.		
	NPL97	U.S. patent application, Ser. No. 09/376,545, entitled "Method and System for Providing Customer Incentives at the Point-of-Sale," inventor(s) Deaton et al., Aug. 18, 1999.		
	NPL98	U.S. patent application, Ser. No. 09/378,779, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al., Aug. 19, 1999.		
	NPL99	U.S. patent application, Ser. No. 09/395,306, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications and Selected Products," inventor(s) Deaton et al., Sep. 13, 1999.		
	NPL100	U.S. patent application, Ser. No. 09/396,838, entitled "Method and System for Providing Customer Incentives Utilizing Communication of Selected Product Incentives," inventor(s) Deaton et al., Sep. 15, 1999.		

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	NPL101	U.S. patent application, Ser. No. 09/398,123, entitled "Method and System for Customer Promotion," inventor(s) Deaton et al., Sep. 16, 1999.			
	NPL102	U.S. patent application, Ser. No. 09/414,829, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al., Oct. 06, 1999.			
	NPL103	U.S. patent application, Ser. No. 09/414,830, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al., Oct. 06, 1999.			
	NPL104	U.S. patent application, Ser. No. 09/420,639, entitled "Method and System for use in Generating an Advertising Message," inventor(s) Deaton et al., Oct. 21, 1999.			
	NPL105	U.S. patent application, Ser. No. 09/885,045, entitled "Method and System for Generating Incentives in Response to Substantially Real-Time Product Purchase Information," inventor(s) Deaton et al., Jun. 19, 2001.			
	NPL106	Virginia Miller, "The Vonschek: Electronic Checkwriting With Built-In Float", presented at The Supermarket Industry's Convention, Chicago, May 10, 1988, cover sheet and pp. 1-5.			
	NPL107	Web-Based Couponing, Ads Tested at Randalls (Randalls Food Markets tests link to web sites that offers a customized virtual store in which customers can find store specials and download coupons); Supermarket News, v. 47, n. 22, p. 25+, June 2, 1997.			
	NPL108	What Are We Learning About Electronic Marketing, Willard Bishop Consulting Ltd., Competitive Edge, pp. 1-4, Jun., 1990.			
	NPL109	Zimmerman, Denise; "Electronic Sticker Shock: Retailers Say Cost Is a Drawback . . . of Electronic Shelf Labels," Supermarket News, vol. 45., No. 38, Sep. 8, 1995, p. 17(2).			
	NPL110	Zimmerman, Denise; "Fiesta Mart to Test Radio Shelf Labeling," Supermarket News, vol. 45, No. 6, Feb., 1995, p. 9(2).			

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